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TRAVEL PRINTOUT

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HALF OF U.S. POPULATION TRAVELS DURING JANUARY-JUNE 1979

At the end of June 1979, 50 percent of the U.S. population had traveled away from home this year. *In all, nearly 230 million trips and 495 million person-trips were recorded during these six months.* On the average, 39.2 million American adults took one or more trips to places 100 miles or more away from home each month during this period.

During the second quarter (April, May, June), Americans took 118 million trips and 270 million person-trips. A "trip" is recorded each time one or more members of a household travel together away from home. A "person-trip" is recorded each time one person takes a trip. The SOUTH continued to be the number one destination region for all travel, receiving 27 percent of both trips and person-trips this quarter. Most second-quarter trips were of moderate duration; nearly half of all person-trips lasted 2-3 nights.

Forty-seven percent of all travelers stayed with friends or relatives, with thirty-four percent utilizing hotels or motels. Use of personal motor vehicles (auto, truck, rv) continued to dominate travel in the second quarter, with more than 80 percent of all person-trips taken by these modes. Air travel accounted for 14 percent of this total. *More than half of all person-trips during this period were taken for vacation purposes, with weekend person-trips nearly 25 percent higher in second quarter than in first quarter, 1979.*

These findings result from the U.S. Travel Data Center's *1979 National Travel Survey: Second Quarter Report*, just released. This Survey has been developed by the Data Center to yield continuing indicators of U.S. travel activity. Data are gathered on all basic aspects of U.S. travel from 1,000 U.S. households monthly. The reports, issued on a quarterly basis, summarize total U.S. travel, covering air and auto travel, business/convention travel, vacation travel, and more. The 70-page *Second Quarter Report* is sent to all full members of the Data Center and is available to others for $15.00 (non-members, please enclose payment with order).

ECONOMIC INDICATORS SHOW MODERATE TRAVEL INDUSTRY GROWTH IN EARLY 1979

Travel industry dollar receipts in the U.S. increased substantially (12.7 percent) during first quarter, 1979, due mostly to a 15-billion rise in passenger-miles traveled during this period. *Despite inflated travel prices, the travel industry experienced moderate growth in real receipts* (2 percent). Employment in travel-related businesses increased 5.1 percent, outpacing the total economy in creating new jobs.

The continued decline of the dollar's value against major foreign currencies substantially retarded the rate of growth of U.S. citizen travel abroad, up only 4.3 percent in first quarter, 1979. *Foreign visitation from selected countries registered an average 19.5 percent increase for this period, with travel to and from the U.S. showing sensitivity to exchange rate fluctuations.*

These findings result from the U.S. Travel Data Center's *1979 Quarterly Travel Trends: First Quarter Report*, just released. This series of reports summarizes emerging trends, covering travel industry receipts, profit margins, and employment; travel prices and volume; domestic demand for petroleum; attendance at the nation's parks and attractions; and travel to and from U.S. destinations, as related to official currency exchange rates. The 30-page *First Quarter Report*, with tables and analysis, is sent to all full members of the Data Center and is available to others for $5.00 (please enclose payment with your order).

TRAVEL OUTLOOK FOR 1980 FEATURED

The Hyatt Regency on Capitol Hill, Washington, D.C. will be the site of the Fifth Annual TRAVEL OUTLOOK FORUM, scheduled for *November 29, 1979*. Industry and government professionals will address the 1980 prospects for the travel industry, with regard to the energy situation, economic picture, lodging, international travel, transportation, and tour operations. Contact the U.S. Travel Data Center at (202) 293-1040 for more information.

NEW PUBLICATIONS

HKF Report: Travel and Tourism Advertising Expenditures in U.S. Measured Media reveals an 8-percent increase in total advertising expenditures for 1978, slightly lower than 10-percent rise reported for 1977. Total spending by public carriers, car rental companies, foreign countries and U.S. States reached $382.8 million for the year. The 44-page 15th annual edition covers travel advertising expenditure levels for 1978/1977. The report is available for $25.00 (postpaid) from Harris, Kerr, Forster & Company, 420 Lexington Avenue, New York, NY 10017.

The Tourism Center has published *Travel & Tourism Bibliography and Resource Handbook*. The 400-page volume contains more than 10,000 entries, indexed by geographical location of publisher, subject, title, and author. Sections are also devoted to periodicals and associations. The report is available for $35.00 ($30.00 for TTRA members) from The Tourism Center, P.O. Box 1253, Santa Cruz, CA 95061.

According to *The Frequency of Flying Among the General Public 1979*, 65 percent of the U.S. adult population have flown on a commercial airplane, up from 49 percent in 1971. Trips taken for pleasure/personal purposes increased from 16 percent to 22 percent in the same period, with a majority (58 percent) of all trips taken for pleasure or personal reasons made by women. Information is also provided on destination of air trips, business travel, and charter flights. A Summary Report of the survey, conducted by The Gallup Organization for the Air Transport Association of America (ATAA), is available free of charge from ATAA, 1709 New York Avenue, N.W., Washington, D.C. 20006.

WESTERN TOURISM CONFERENCE ANNOUNCED

The Second Annual Western Tourism Conference is scheduled for *December 10-12, 1979*, at the

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Sheraton-Palace Hotel in San Francisco, sponsored by the California Association of Convention & Visitors Bureaus in cooperation with industry organizations throughout the West and the nation. For more information on the marketing-oriented symposium, contact Fran Schwartz at the Western Tourism Conference office, (213) 556-0513.

TRAVEL PRICE INCREASE SLACKENS

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.6 percent in September, slower than the increase posted in August. For comparison, the Consumer Price Index (CPI) rose 1.0 percent on a seasonally unadjusted basis in September, the same rate of increase as in August.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 245.1 in September (1967=100).

Airline fares dominated the travel price advance in September with an increase of 4.3 percent for the month. Gasoline posted a 3.1-percent increase, the lowest rise since February, 1979. Other significant increases in September were recorded for intercity bus fares (1.8 percent) and taxicab fares (1.7 percent). Lodging while out of town and intercity train fares showed the smallest increases, at 0.2 percent each.

The TPI has increased 18.5 percent since September 1978, compared to a 12.1 percent advance in the CPI for the same period. Gasoline led all other components with a *49.4-percent rise,* followed by lodging while out of town and airline fares, with increases of 15.2 percent and 12.9 percent, respectively, for the year. Other increases posted for the year were taxicab fares (11.3 percent), food away from home (10.9 percent), intercity bus fares (10.5 percent), and intercity train fares (9.5 percent). Entertainment services and incidentals posted the smallest increases at 6.9 percent and 6.2 percent, respectively.

VISITOR VOLUME AT NATIONAL PARK SERVICE AREAS[1]

Region	August, 1979 visits (thousands)	Change from July, 1979 (percent)	Change from August, 1978 (percent)	1979-78 Year-to-date change (percent)
Eastern Gateway	1,178.1	-74.5	4.1	-4.7
Far West	4,217.2	-20.4	-4.7	0.3
Frontier West	2,813.5	-9.3	-5.5	-11.2
G. Washington Country	5,942.0	-27.5	-6.5	-7.8
Great Lakes Country	1,104.1	-9.8	8.3	15.3
The Islands	634.4	10.9	18.7	0.2
Mountain West	5,315.9	3.6	-5.0	-18.0
New England	2,161.8	21.2	65.0	2.0
South	6,963.3	-17.5	11.4	-2.2
TOTAL	30,330.3	-21.0	2.5	-5.4

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service These figures are not strictly comparable to those published previously. Regional breakdowns are now computer-generated, allocating visitation in multi-regional parks to each region based on percentages supplied by the National Park Service.

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Mariannas, Puerto Rico, Virgin Islands.

CURRENT TRAVEL INDICATORS

	August, 1979	% Change from July, 1979	% Change from Aug. 1978	Year-to-date % Change 1979/1978
Establishment receipts or retail sales[1]				
Hotels, motels and other lodging places	$1,804 million	0.2	10.7	17.0
Amusement and recreation services	$1,996 million	-1.8	2.8	8.8
Eating and drinking places	$6,257 million	0.4	5.6	9.0
Gasoline service stations	$6,452 million	9.2	27.0	16.4
Demand for commercial lodging				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$915.6 million	11.1	-3.1	0.9
Highway traffic volume[4]				
Main rural road vehicle-miles	51.9 billion	4.4	-5.6	-1.7
Airline passenger traffic[5]				
Domestic revenue passenger-miles	21.0 billion	8.0	12.5	13.6
International revenue passenger-miles	6.0 billion	4.7	25.8	23.6
Rail passenger traffic[6]				
Amtrak passenger-miles	571.4 million	0.7	23.6	24.3
Bus passenger traffic[7]				
Intercity passenger-miles	2.03 billion	0.0	9.1	3.1
Domestic demand for motor gasoline[8]				
Barrels per day	7,268 thousand	5.7	-7.4	-2.5
Public use of National Parks[9]				
Visits	37,147,600	-3.2	-7.5	-6.7
Overnight stays	3,203,200	6.7	-7.2	-9.9
Foreign arrivals in U.S.[10]				
From overseas	N/A	N/A	N/A	N/A
From Mexico	N/A	N/A	N/A	N/A
From Canada	1,403,277	1.9	-22.7	-13.7
Citizen departures to Europe[11]	421,000	-27.1	-2.2	1.1

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol & Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [5]All U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [6]Source: National Railroad Passenger Corporation (AMTRAK). [7]Class I regular route and charter service. Source: American Bus Association. [8]Preliminary; Source: U.S. Department of Energy. [9]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [10]Includes only those visitors from Mexico remaining in the U.S. 72 hours or more. Estimated by the U.S. Travel Service. [11]Estimated by U.S. Department of Transportation.

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